



JCOTS Cybersecurity Initiative Update

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Cybersecurity Initiative - Concept

- Foster growth of new companies in Cybersecurity by:
 - Understanding the Market
 - Introducing efficiencies that enable more rapid product development
 - Building an enduring concentration of assets that support cybersecurity companies
- Review and categorize current Commonwealth University research

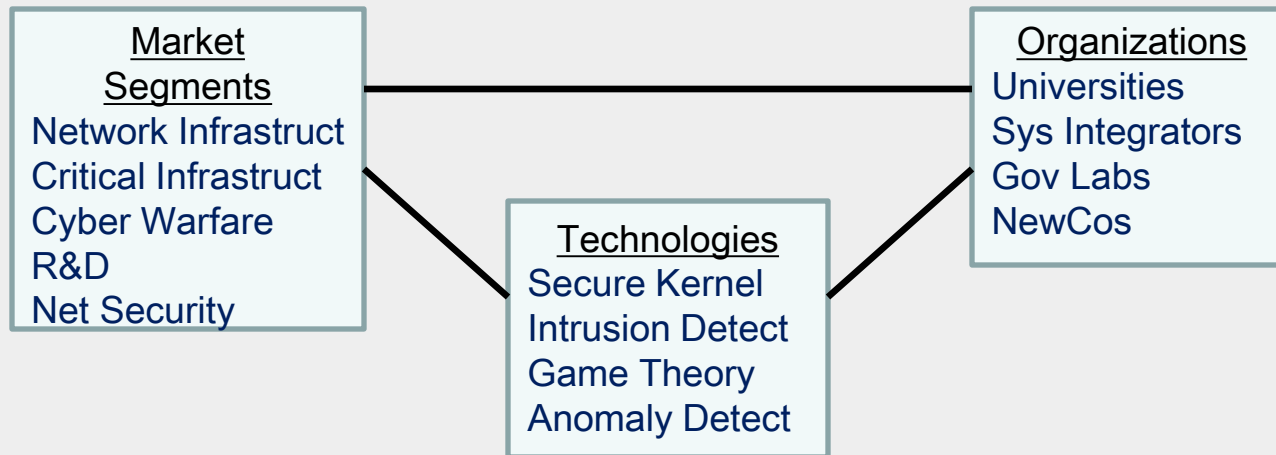
Intended Outcomes

- A competitive differentiator in the creation of new cyber security companies leading to an industry cluster
- Mechanism that gets owners of cybersecurity issues closer to producers of the solution
- Restoration of regional thought leadership and market presence in cybersecurity

Focus Issues

- Self-sustaining approach to creating and funding new cybersecurity companies
- Leveraging existing Commonwealth assets
- Business Return On Investment incentives to encourage participation
 - Like encouraging public health...individual costs deliver Commonwealth benefits
- Cybersecurity vs cyber warfare

Understanding the Cybersecurity Market



- Goal: enable creation of high growth companies
- Support partnerships and growth by identifying market gaps
- Keep current with complex, rapidly changing market



*Seeking to understand Commonwealth cyber assets,
find ways to improve efficiencies in cybersecurity response,
and propel leadership of the Commonwealth in global
cyber-related business growth*